

FIG. 1

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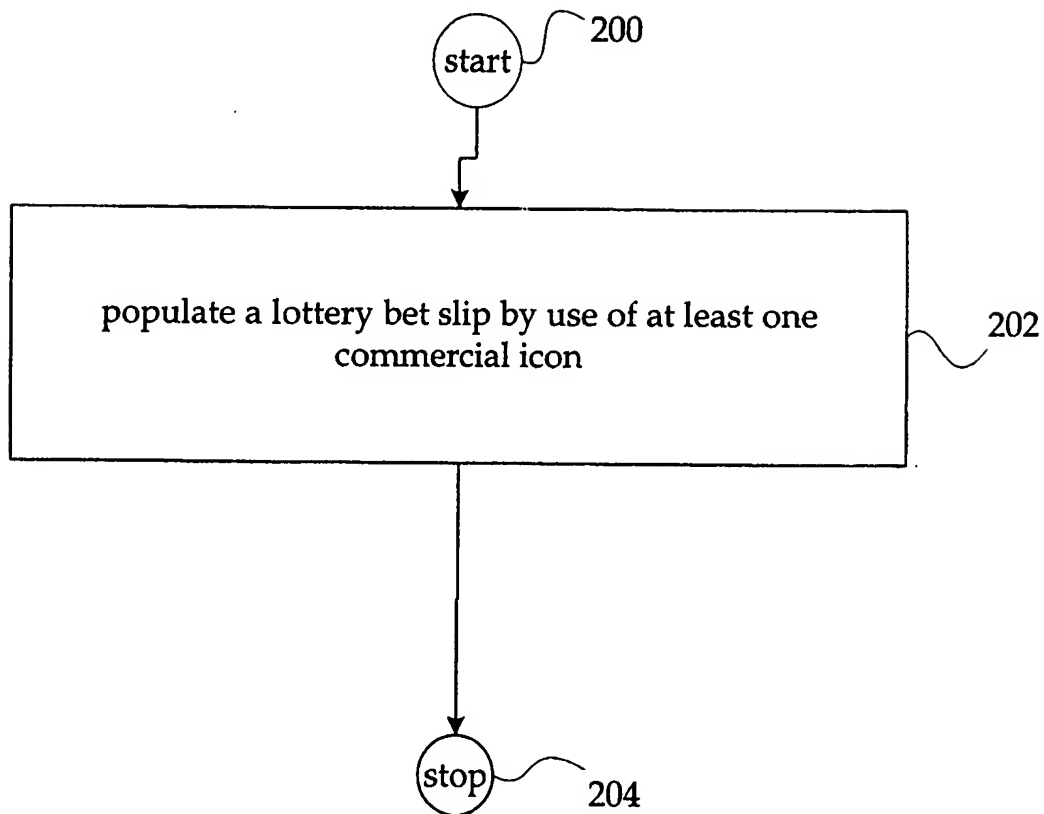


FIG. 2

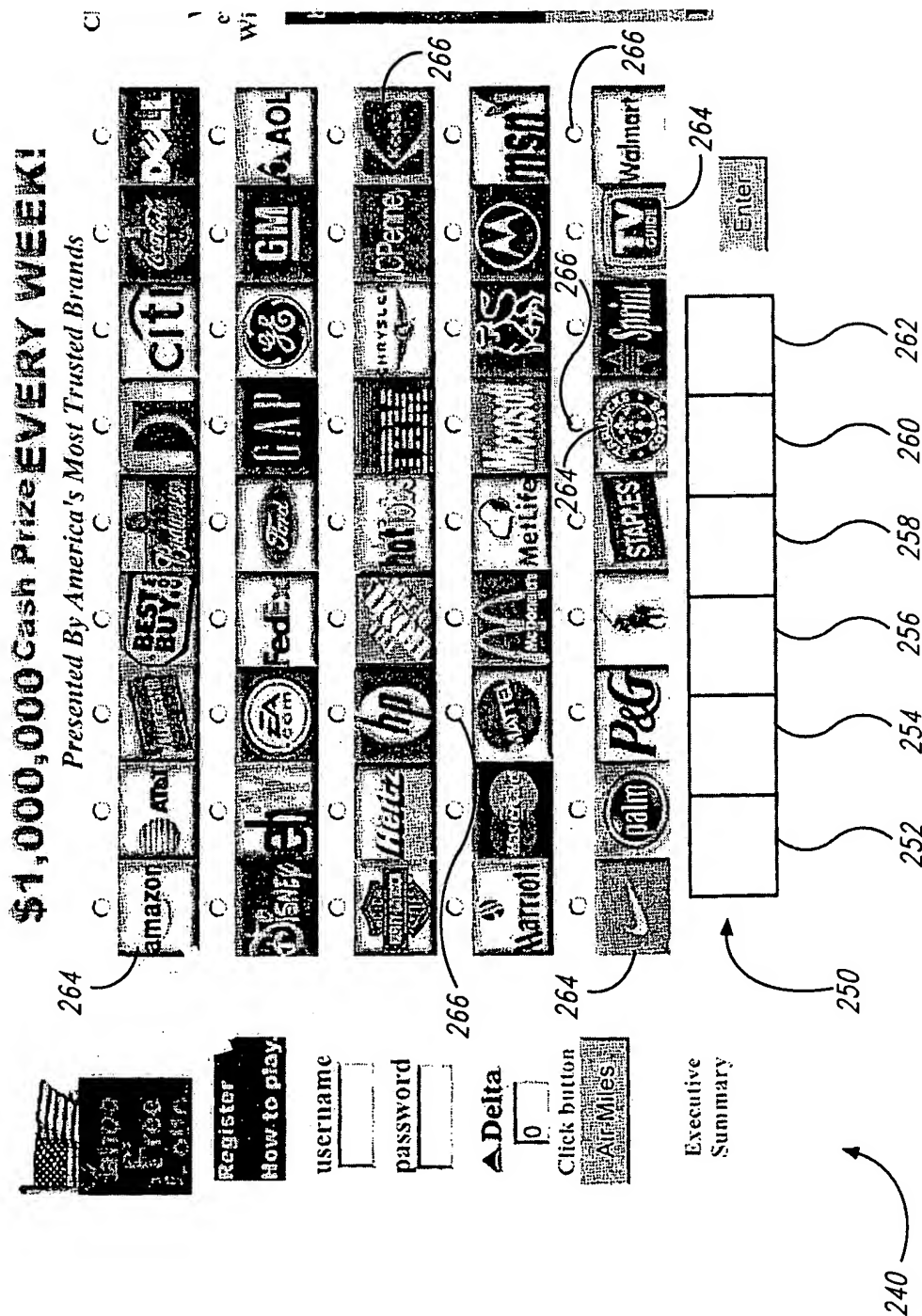


FIG. 2A

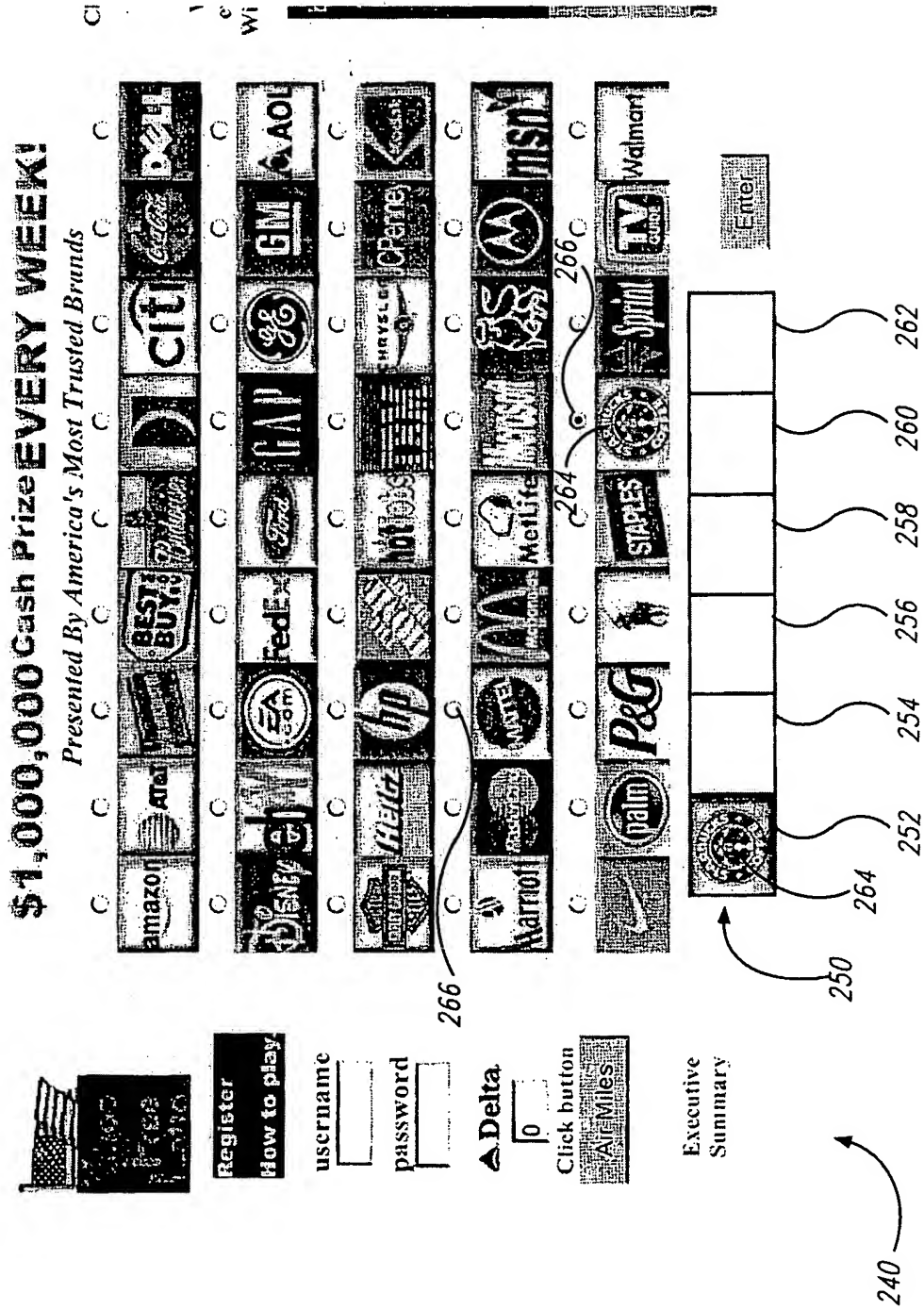


FIG. 2B

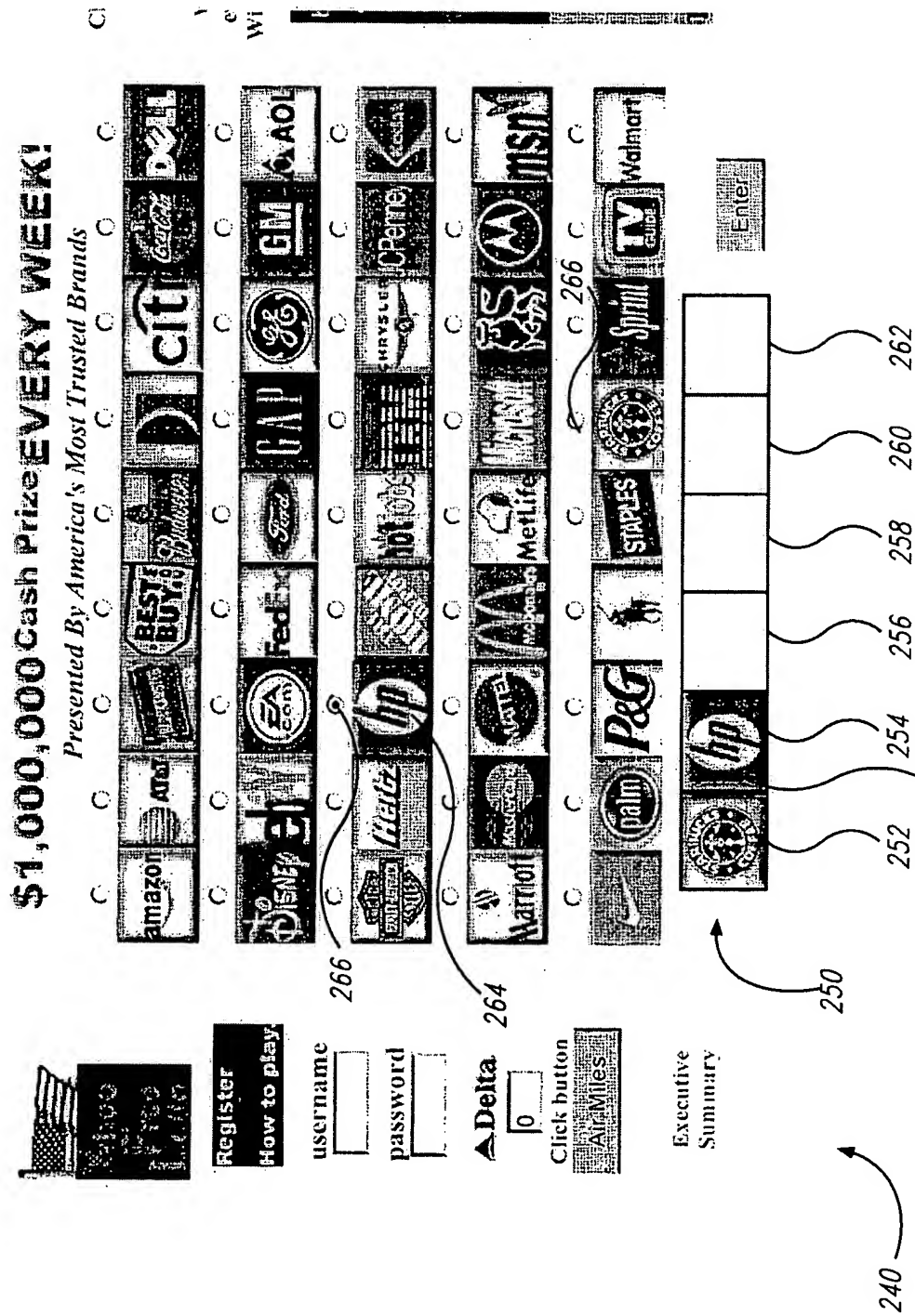


FIG. 2C

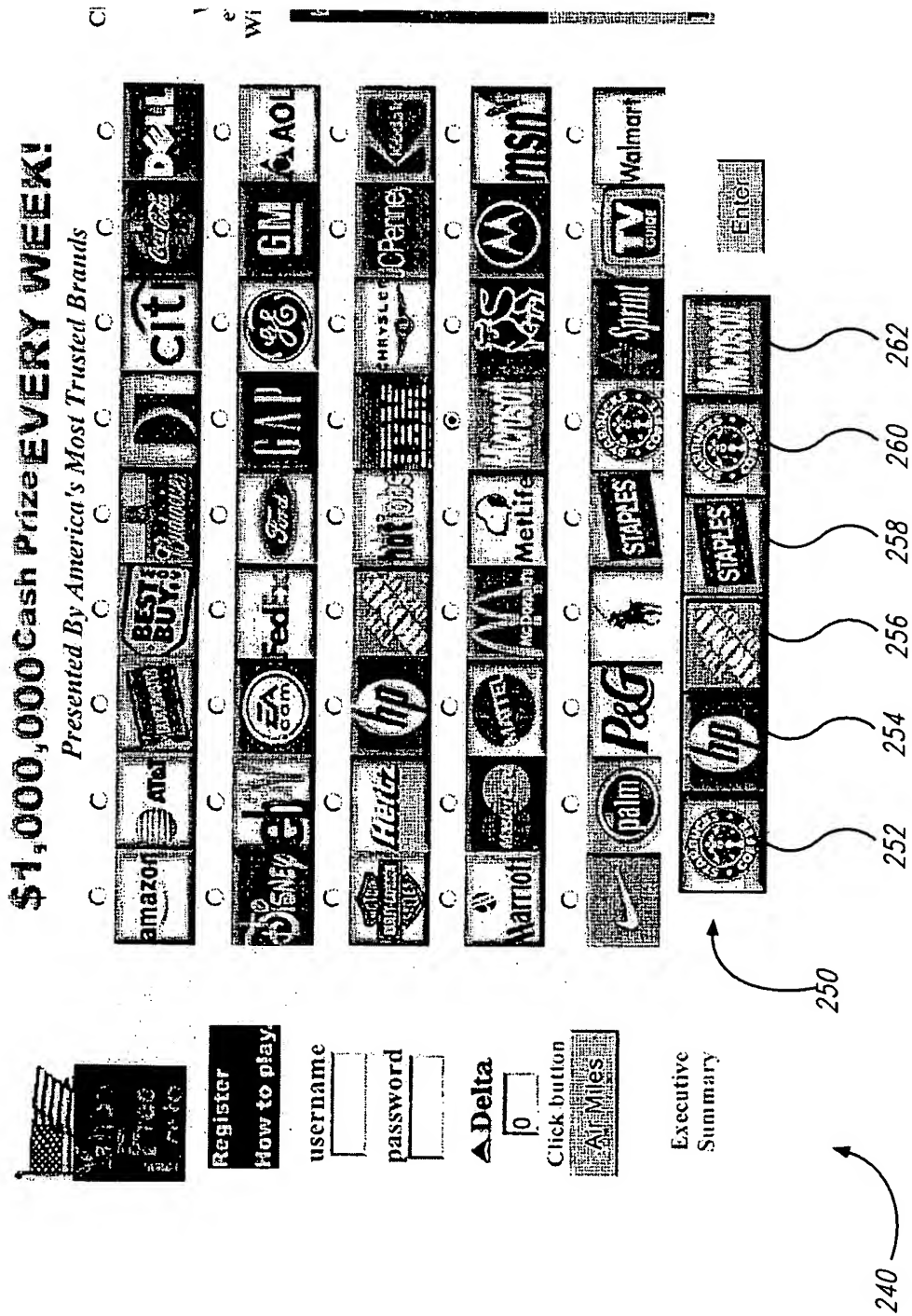


FIG. 2D

FORD

Free Lotto Register
How to Play
username _____
password _____
Mobil 0 Click button Gas Miles

Win a free car EVERY DAY, 365 cars a year!

My Mobil Gas Miles 266

VOLVO V40	LINCOLN Blackwood	Ford ZX2	Land Rover Discovery	Ford F-150	Ford Crown Victoria	MERCUY Cougar	Ford Windstar	VOLVO V70
Mazda Miata	Ford Taurus	MERCURY Sable	Ford Focus	JAGUAR S-Type	LINCOLN Town Car	MERCEDES Protage	Ford Mustang	NISSAN Tribute
Ford Escape	Ford Explorer	JAGUAR X-Type	VOLVO Cross Country	MERCURY Grand Marquis	Ford Thunderbird	Aston Martin Vantage	Land Rover Freelander	B.Pickup
VOLVO S80	MERCEDES MPV	Ford Excursion	Ford Ranger	LINCOLN Navigator	JAGUAR XJ Series	Econoline Sport Trac	MERCUY Villager	
MERCEDES R107	Land Rover Range Rover	Aston Martin DB	Ford	MERCURY	VOLVO C70	JAGUAR	LINCOLN	

264

PLAY FREE

Today's Prize Car

Chosen Entries Displayed

Below	MERCURY PRO-SPECTOR			
-------	---------------------	--	--	--

252 254 256 258

ENTER

Click any 4 logos per entry. Win Gas Miles with every entry! Maximum 3 entries daily. Winners.

250

FIG. 2E

Win a free car EVERY DAY, 365 cars a year!

FORD

**Free
Lotto**

Register
How to Play

username

password

Mobil

0

Click button



My Mobil Gas
Miles

266



Executive
Summary

CONTACT
US

<input type="radio"/> VOLVO V40	<input type="radio"/> LINCOLN Blackwood	<input type="radio"/> FORD ZX2	<input type="radio"/> FORD discovery	<input type="radio"/> FORD F-150	<input type="radio"/> FORD Crown Victoria	<input type="radio"/> MERCURY Cougar	<input type="radio"/> FORD Windstar	<input type="radio"/> VOLVO V70
<input type="radio"/> MERCEDES Miata	<input type="radio"/> FORD Taurus	<input type="radio"/> MERCURY Sable	<input type="radio"/> FORD Focus	<input type="radio"/> JAGUAR S-Type	<input type="radio"/> LINCOLN Town Car	<input type="radio"/> MERCEDES Protege	<input type="radio"/> FORD Mustang	<input type="radio"/> MERCEDES Tributo
<input type="radio"/> FORD Escape	<input type="radio"/> FORD Explorer	<input type="radio"/> JAGUAR X-Type	<input type="radio"/> VOLVO Cross Country	<input type="radio"/> MERCURY Grand Marquis	<input type="radio"/> FORD Thunderbird	<input type="radio"/> ASTON MARTIN Vantage	<input type="radio"/> FORD Freelanders	<input type="radio"/> MERCEDES S-Class
<input type="radio"/> VOLVO S80	<input type="radio"/> MERCEDES MPV	<input type="radio"/> FORD Excursion	<input type="radio"/> FORD Ranger	<input type="radio"/> LINCOLN Navigator	<input type="radio"/> JAGUAR XJ Series	<input type="radio"/> FORD Econoline	<input type="radio"/> MERCURY Sport Trac	<input type="radio"/> VOLVO C70
<input type="radio"/> MERCEDES	<input type="radio"/> MERCEDES	<input type="radio"/> ASTON MARTIN	<input type="radio"/> FORD	<input type="radio"/> MERCURY	<input type="radio"/> JAGUAR	<input type="radio"/> VOLVO	<input type="radio"/> JAGUAR	<input type="radio"/> LINCOLN

264

PLAY FREE



Chosen Entries
Displayed below

<input type="radio"/> MERCURY Mountaineer
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>



Click any 4
logos per
entry. Win
Gas Miles
with every
entry!
Maximum 3
entries daily.
winners

FIG. 2F

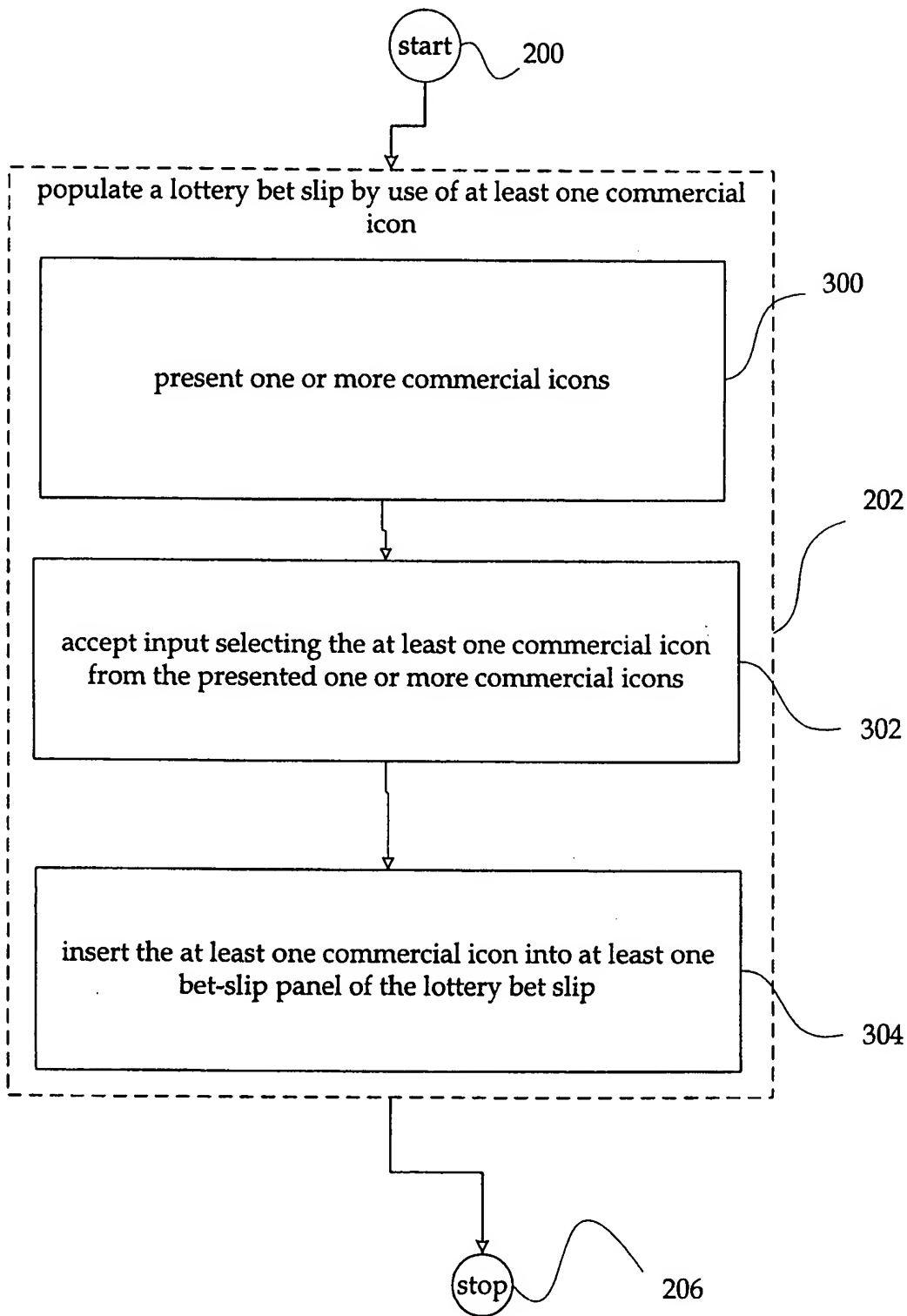


FIG. 3

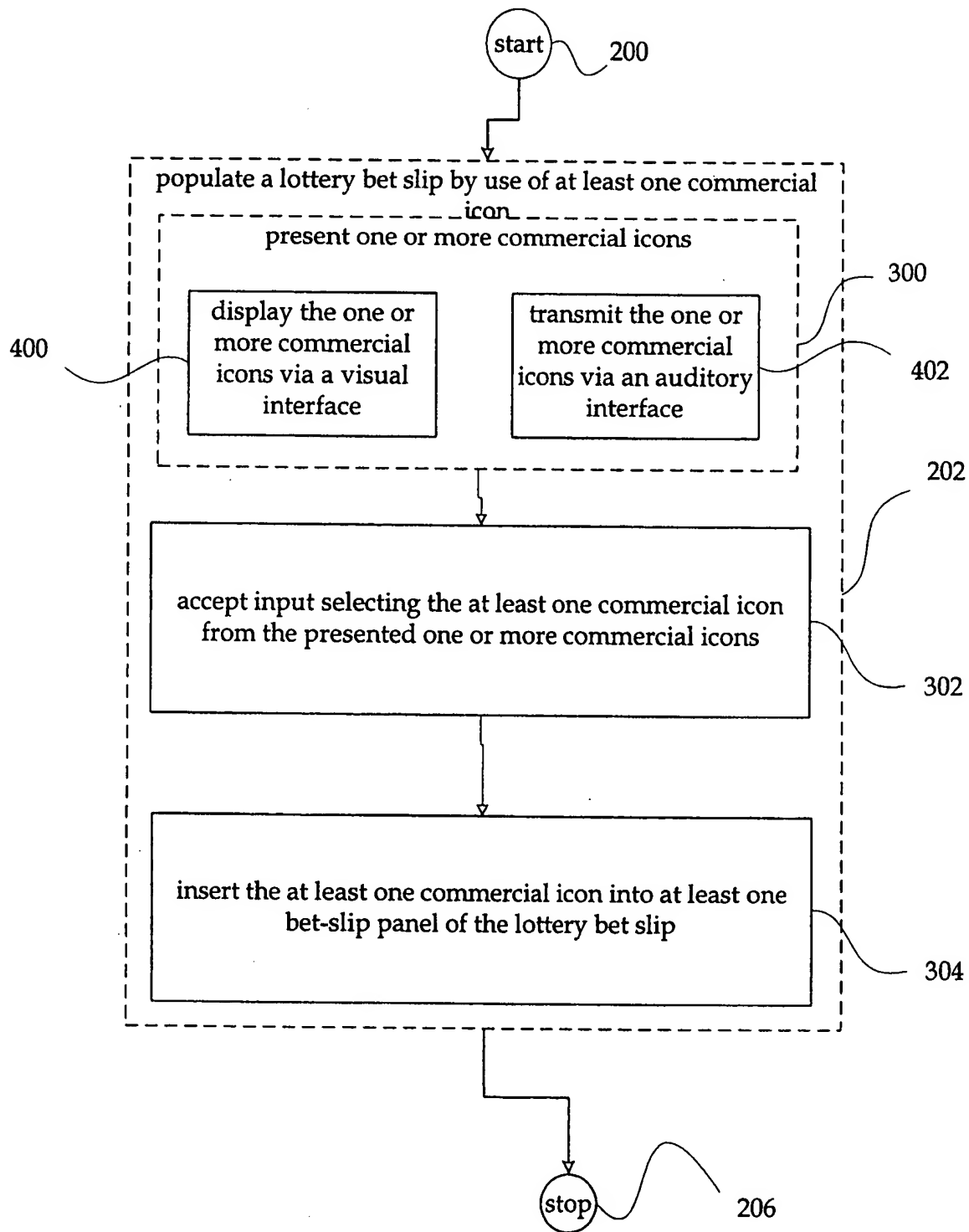


FIG. 4

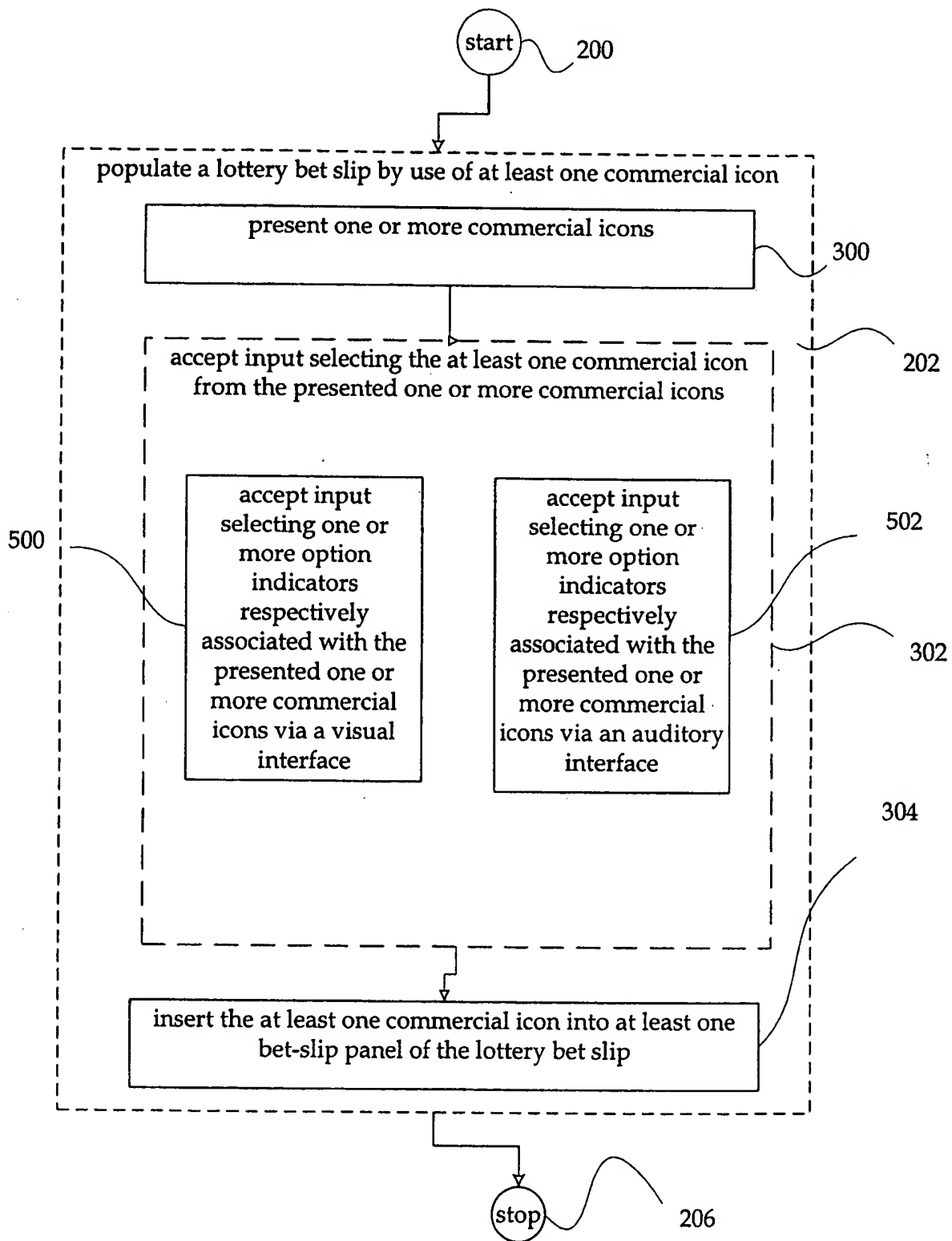


FIG. 5

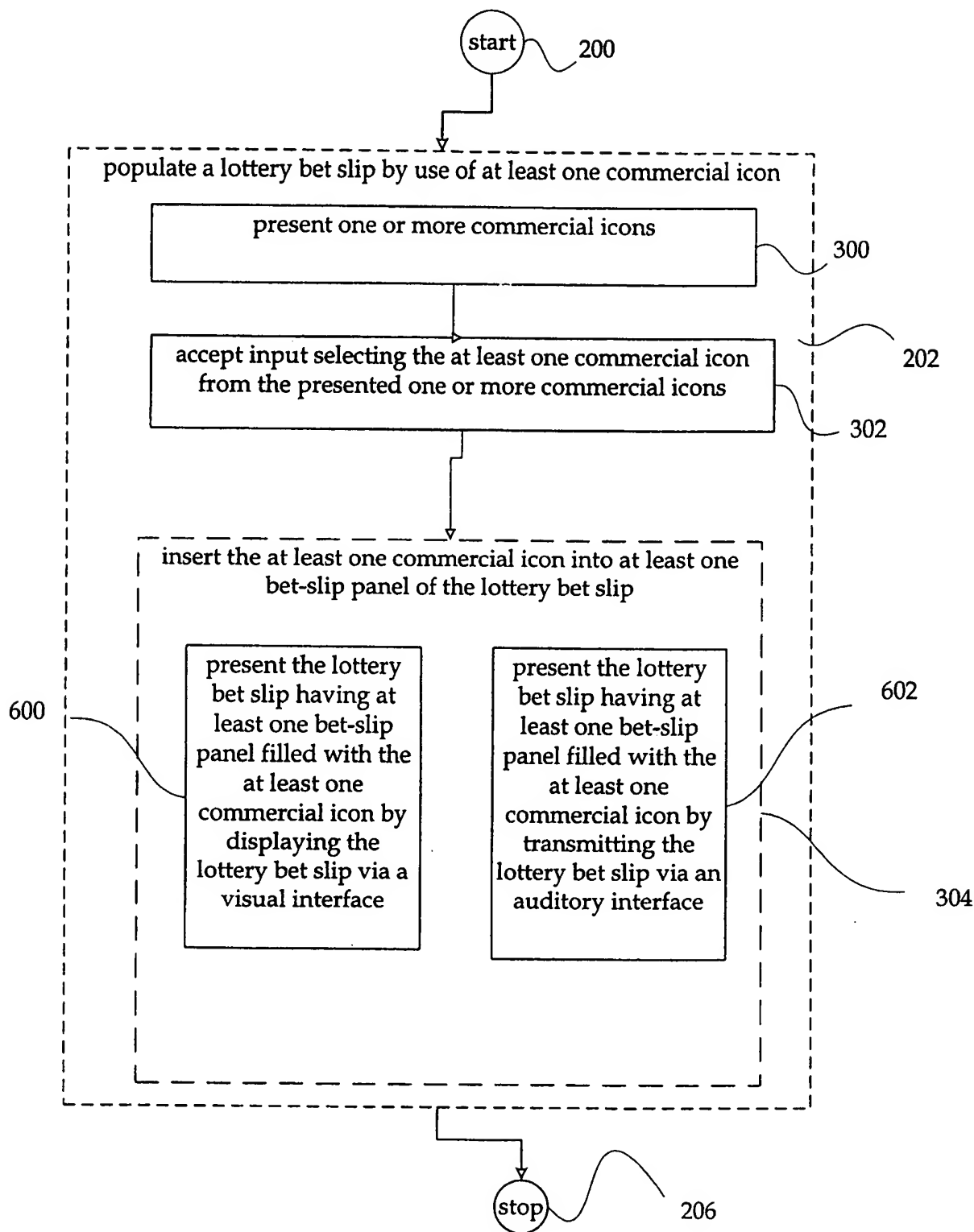


FIG. 6

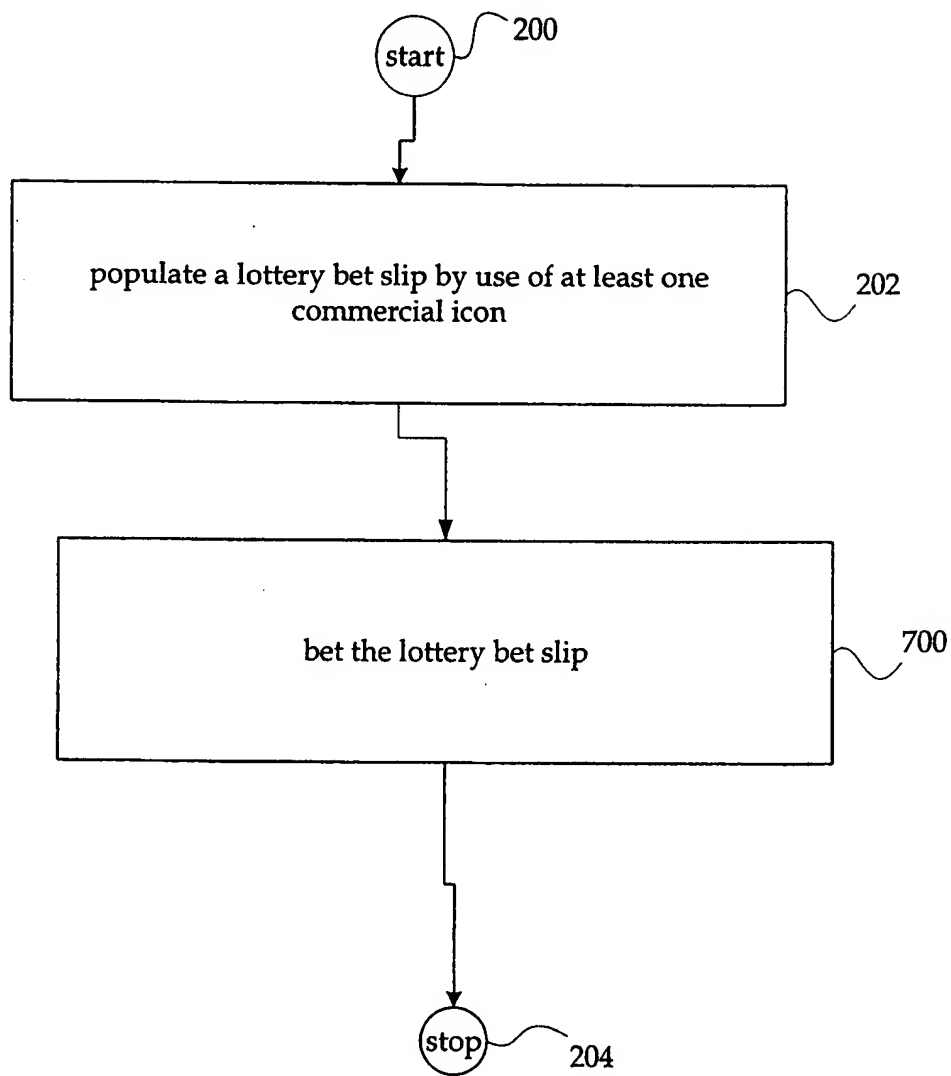


FIG. 7

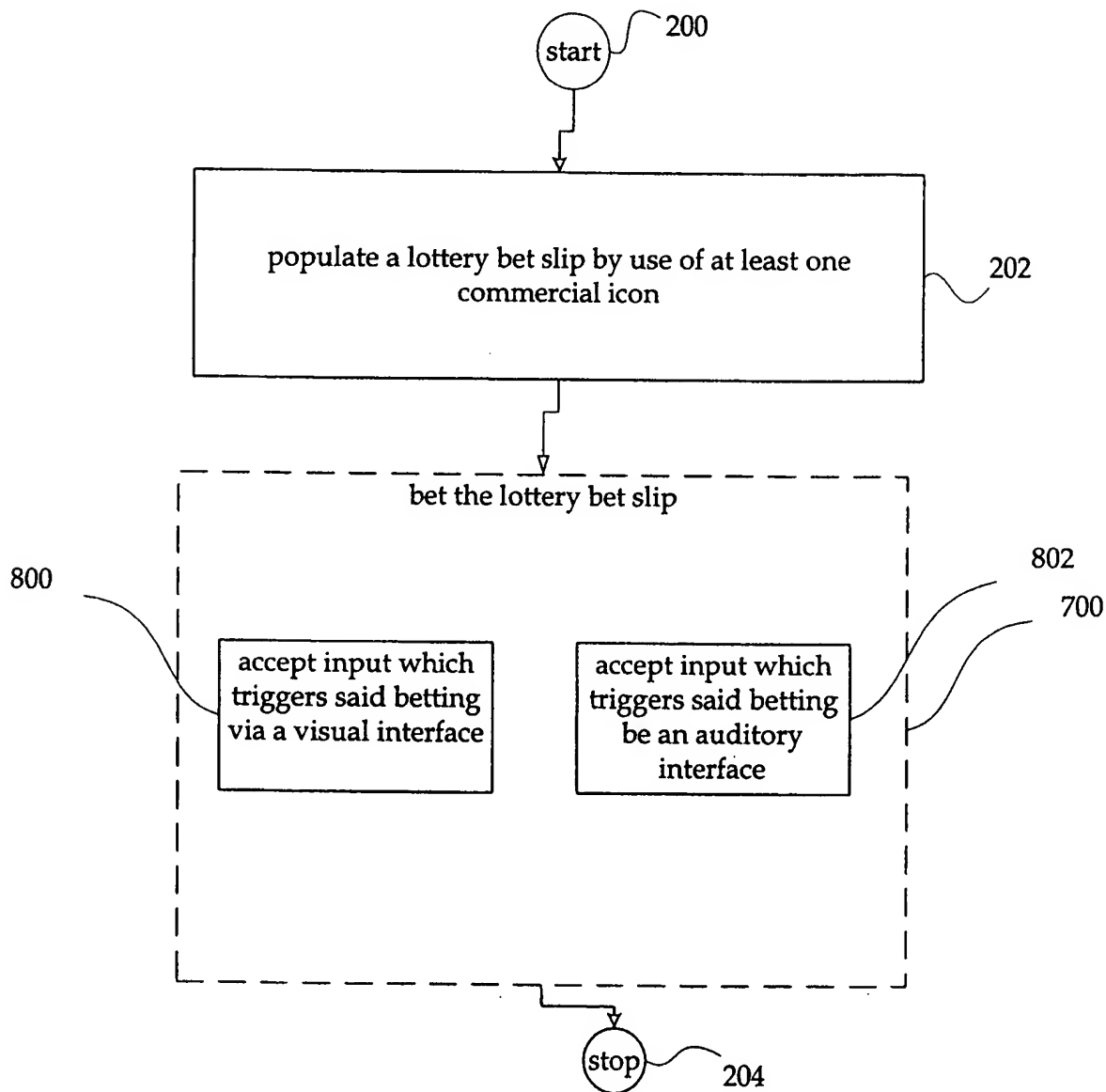


FIG. 8

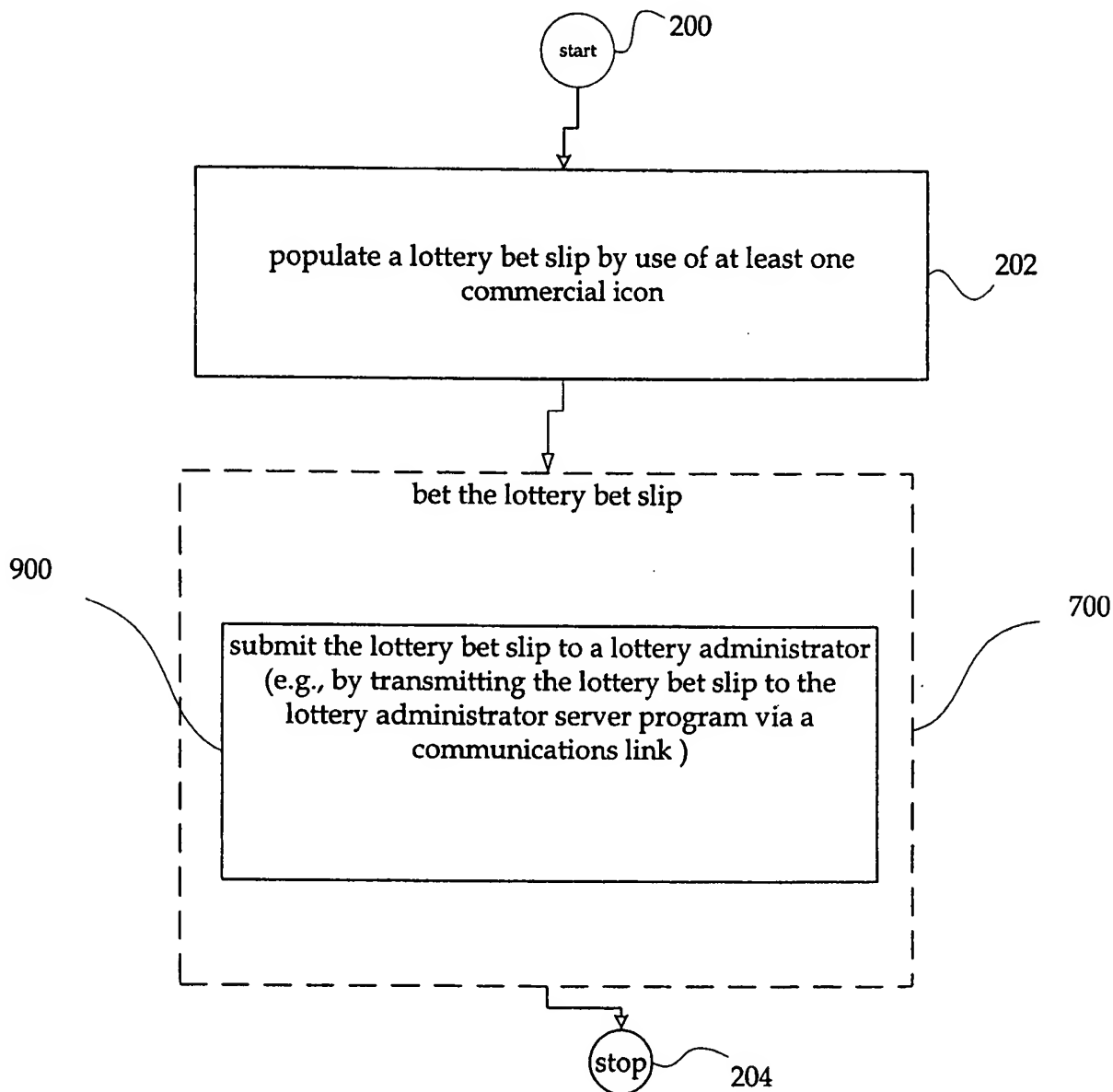


FIG. 9

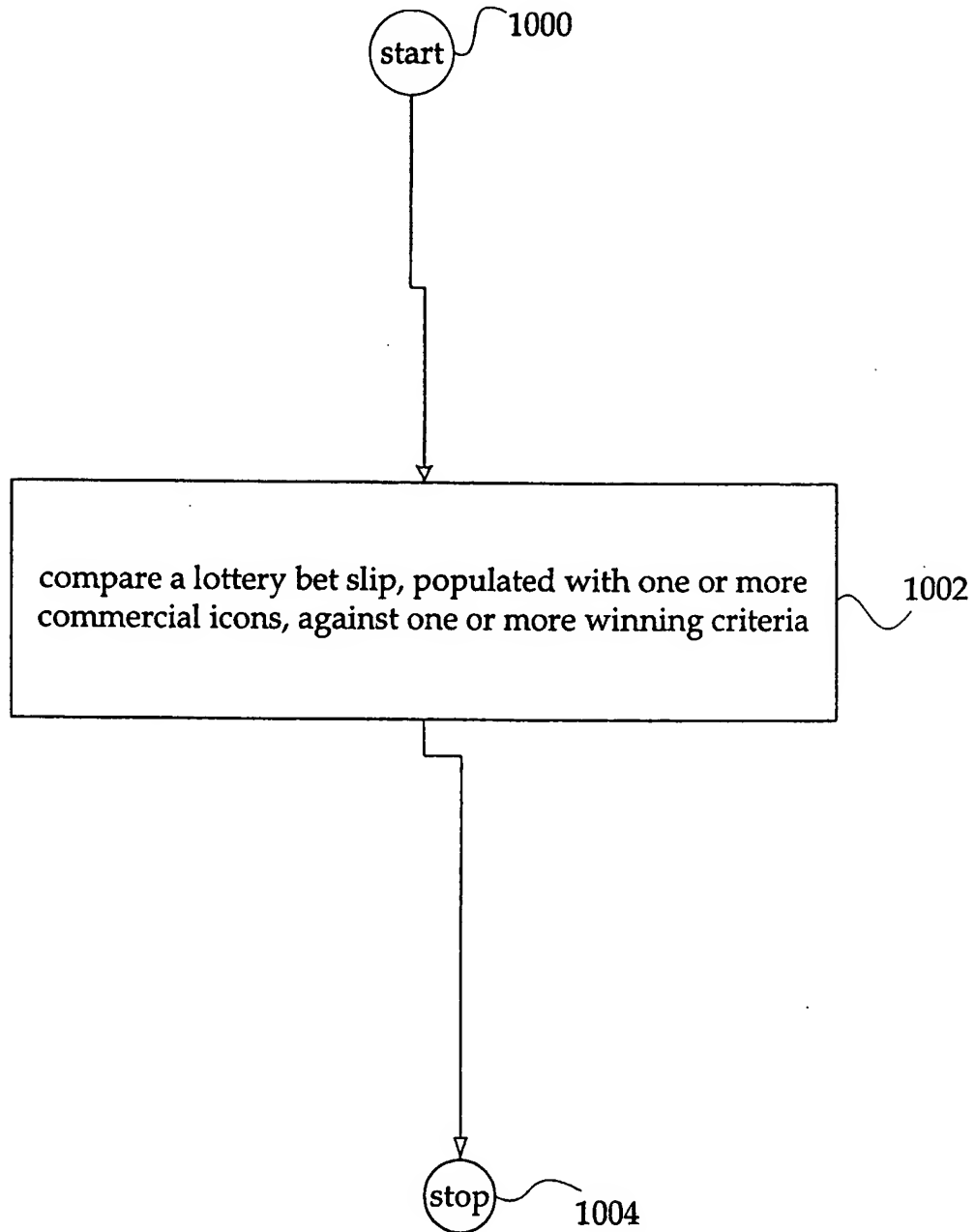


FIG. 10

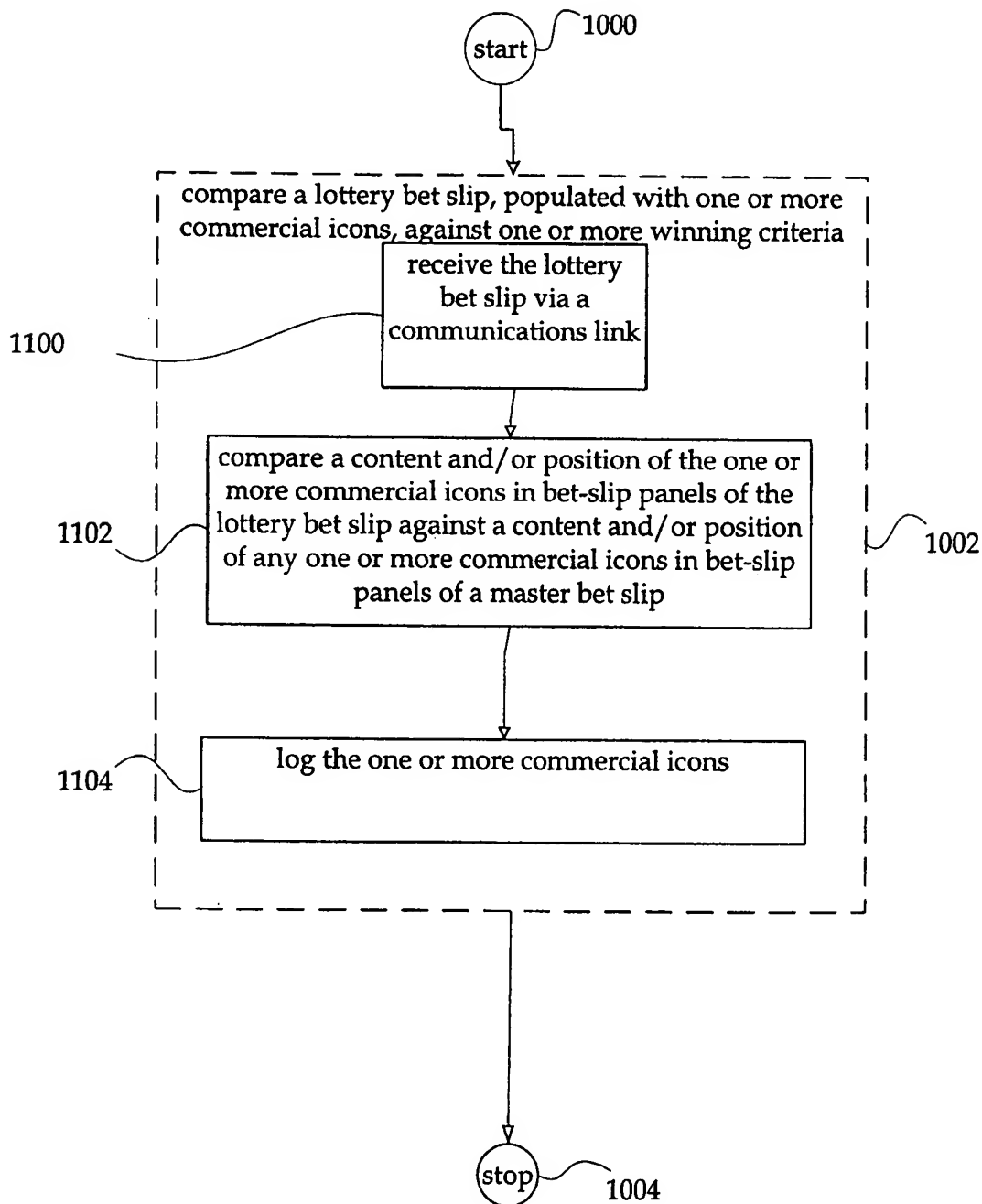


FIG. 11

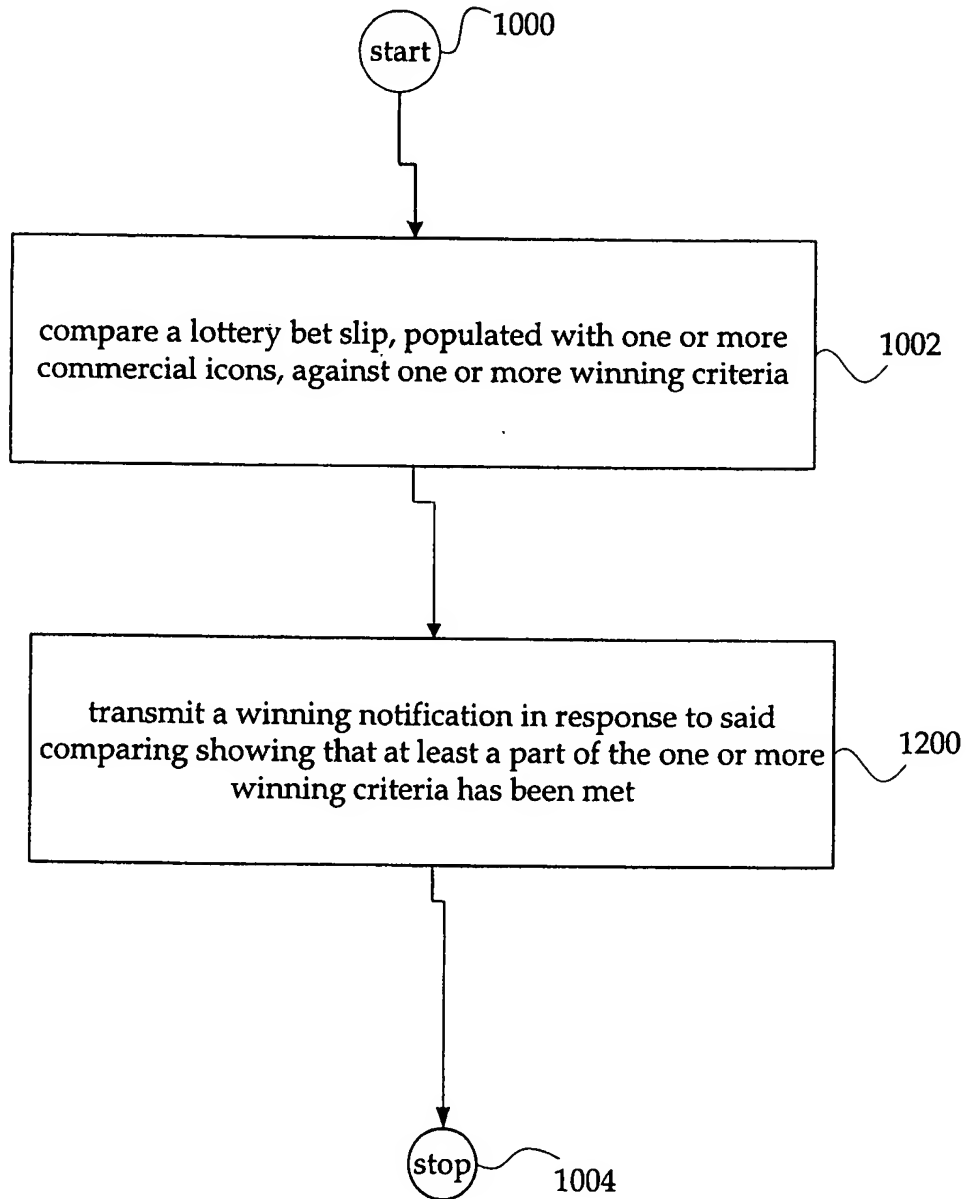


FIG. 12

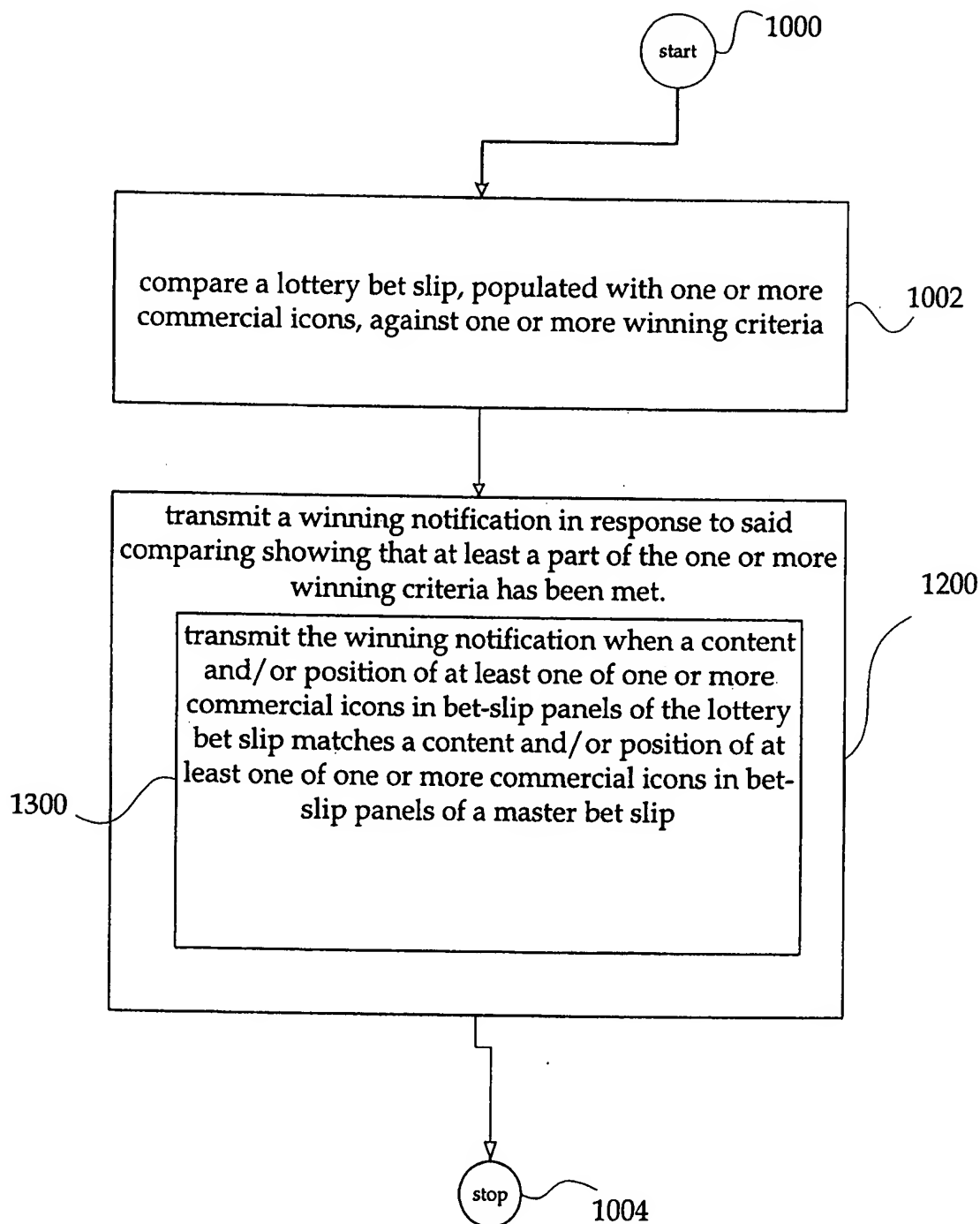


FIG. 13

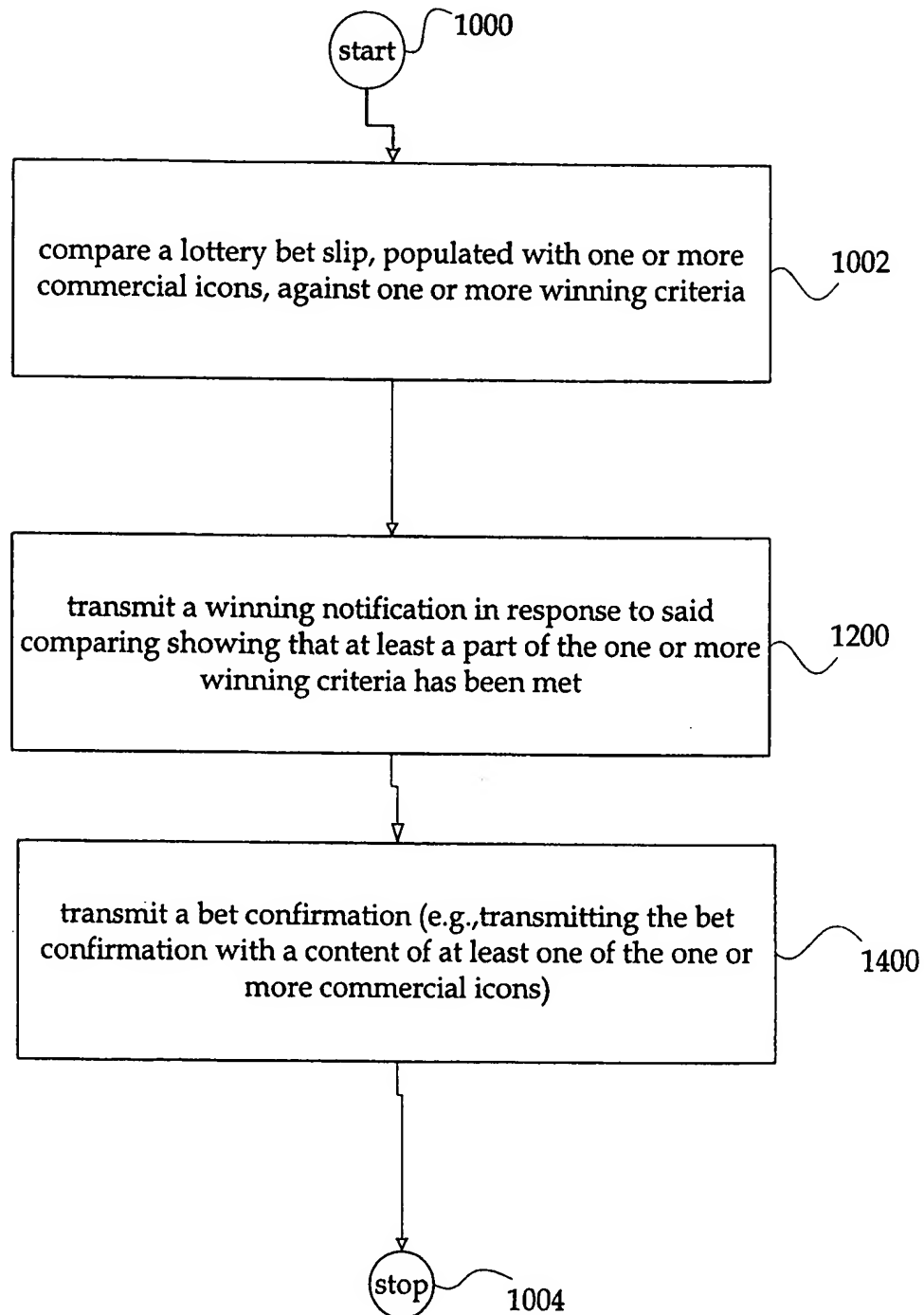


FIG. 14

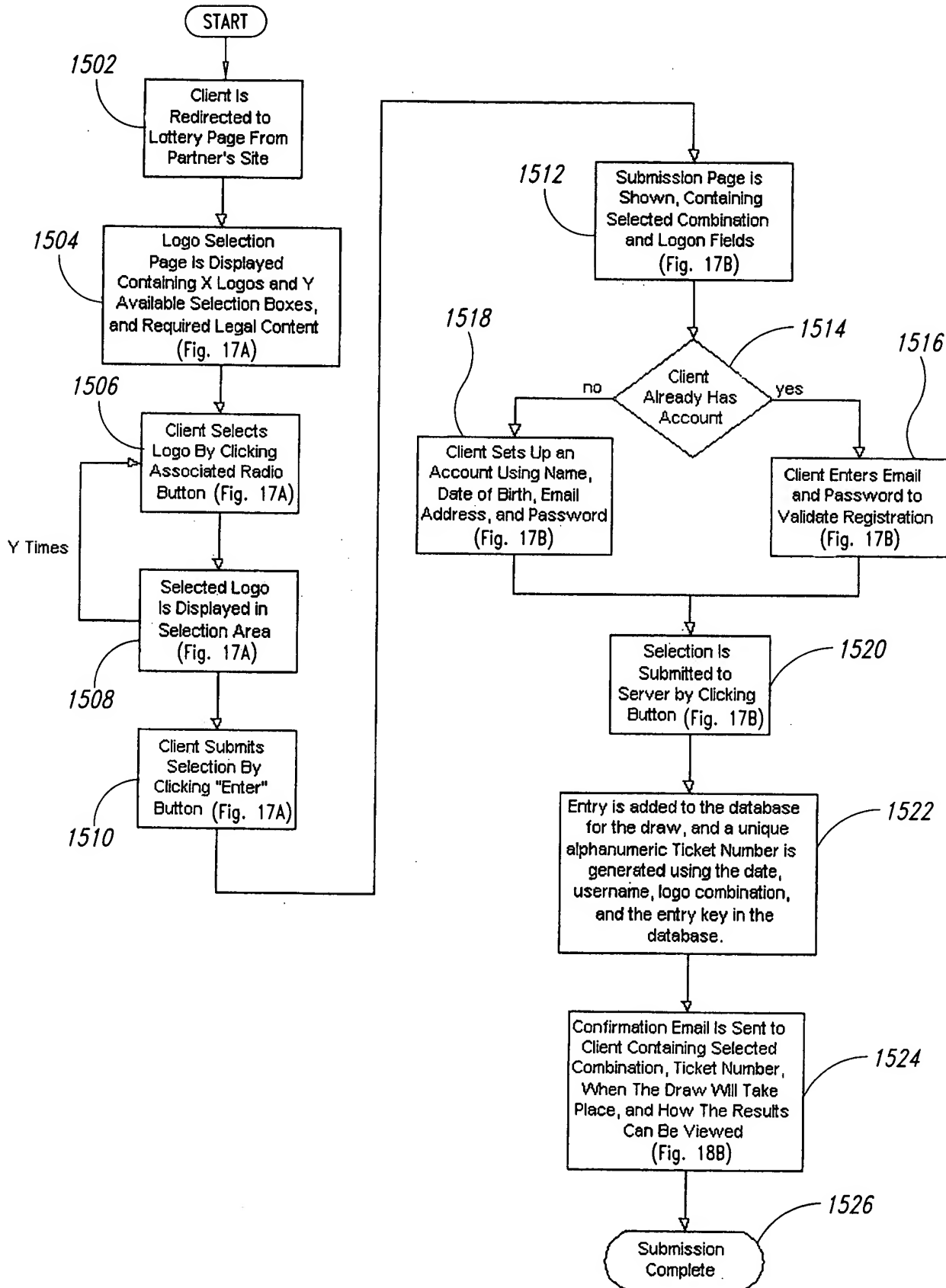


FIG. 15A Logo Lotto Entry Process Flow

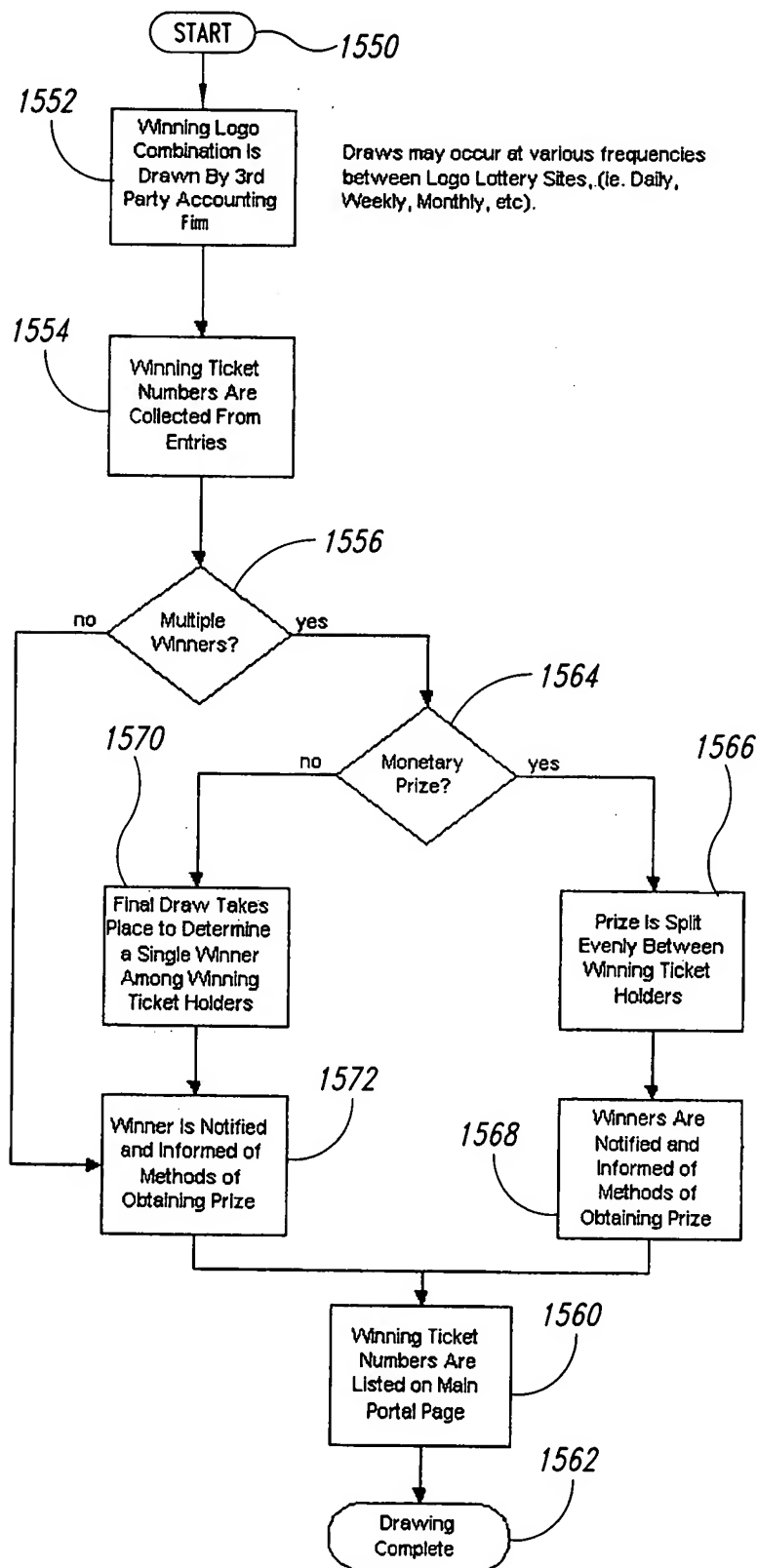


FIG. 15B

Logo Lotto Drawing Process Flow

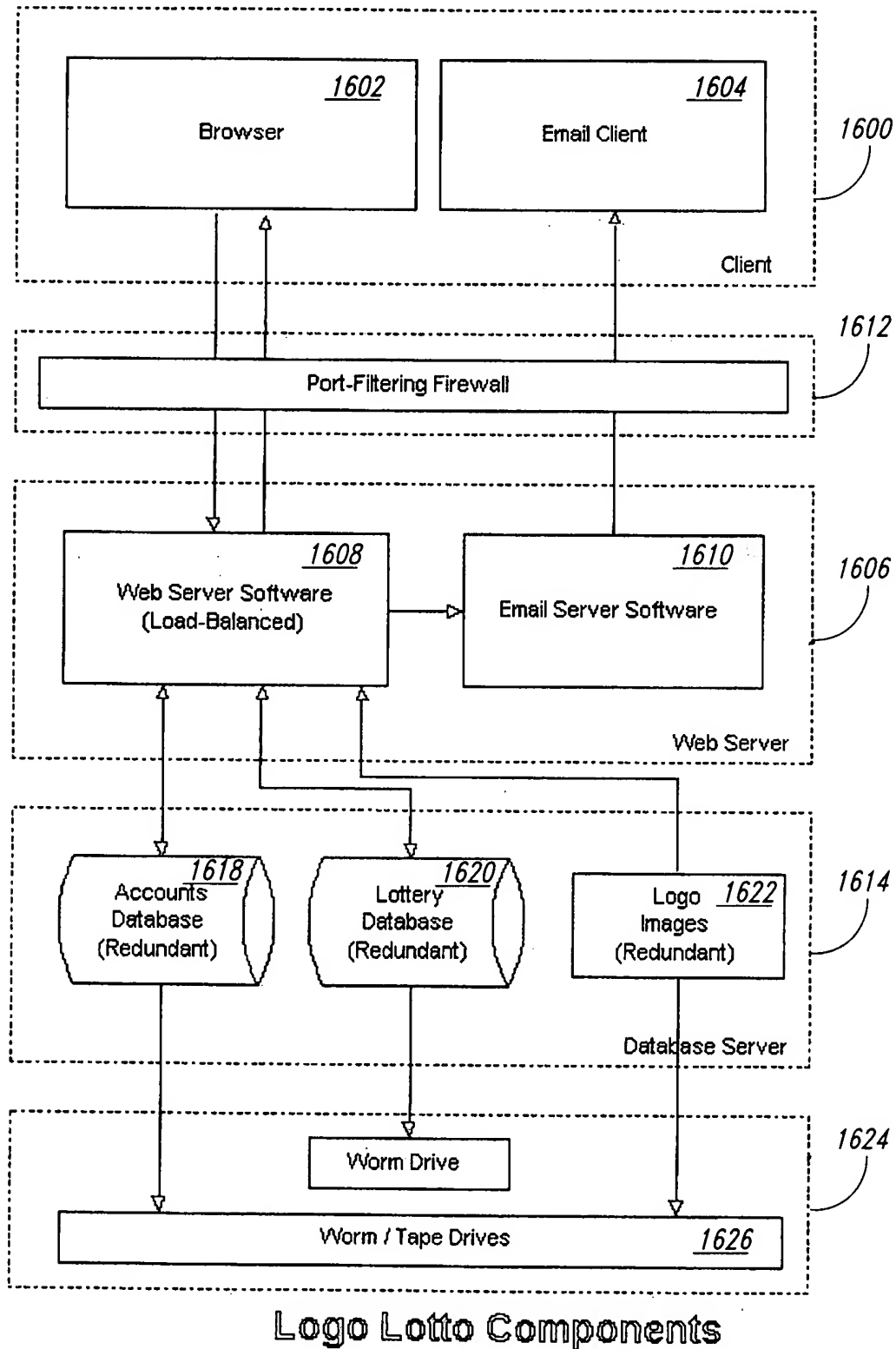


FIG. 16

Draw Frequency Brought To You By ... Last Winnings

Dynamic Content for Advertising

Draw Date Lotto Number

Current Prize

Clicking a Logo Pops Up an Adspot

1700 1702 1704 1706 1708

1710 1712 1714 1716 1718 1720

Legal Content

Logo Lotto Entry Page

FIG. 17A

Dynamic Content for Advertising

Legal Content

Existing Account

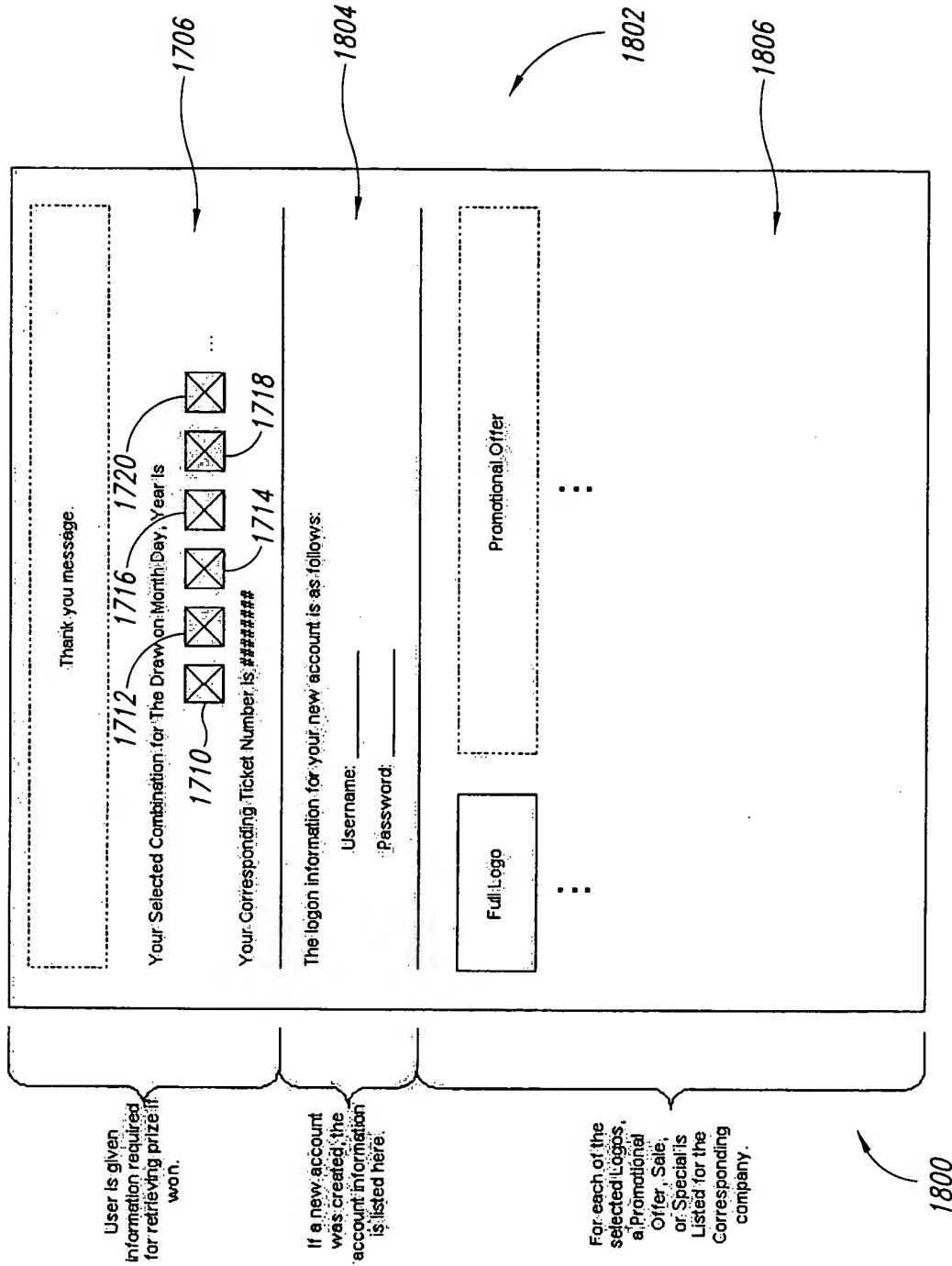
Email Password Submit

New Account

Name Date of Birth Email Password Confirm Password Submit

Logo Lotto Submission Page

FIG. 17B



Logo Lotto Confirmation Email

FIG. 18A

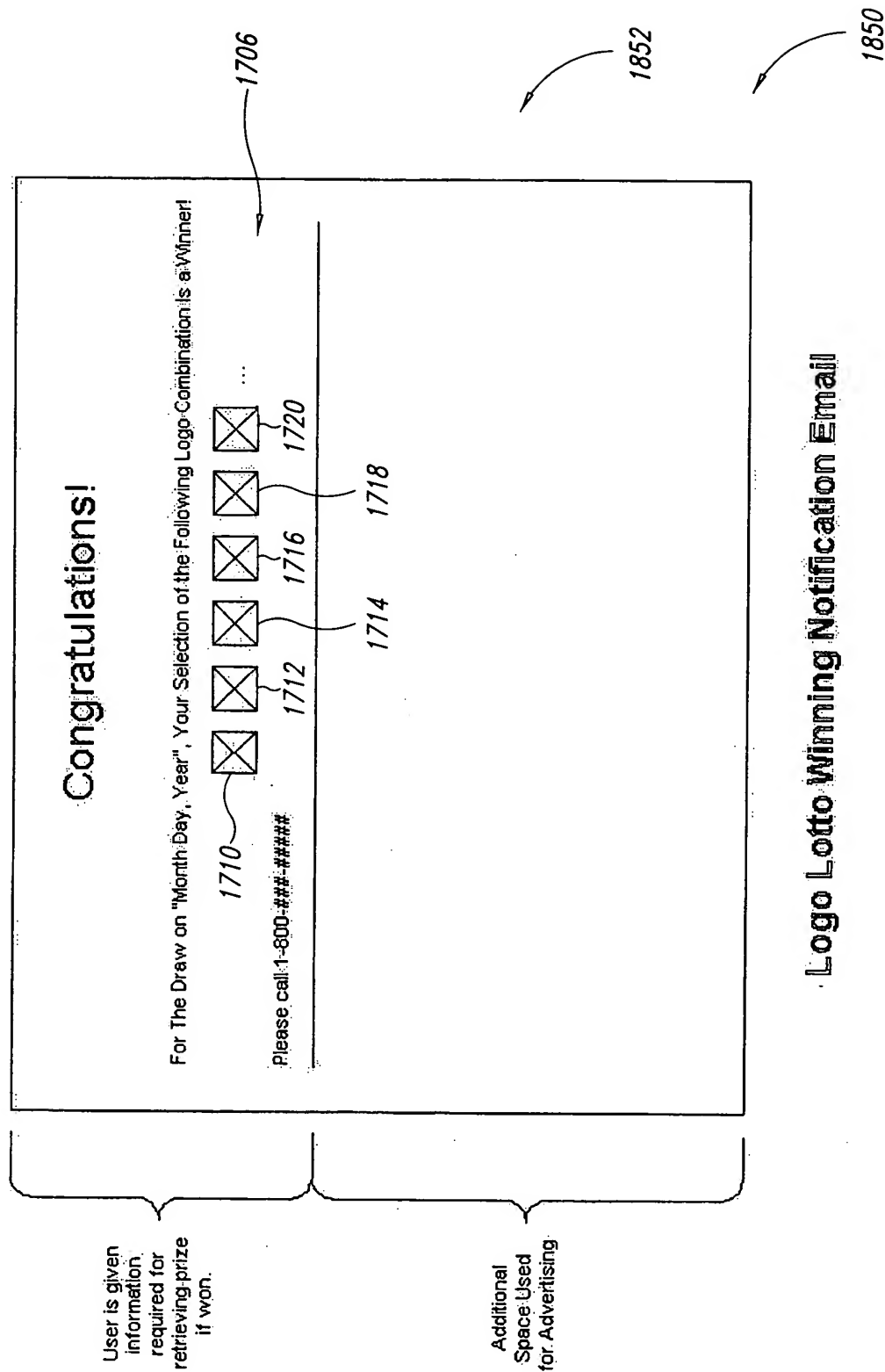


FIG. 18B

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